

The explanation of this attempted calm appropriation of the Register and Directory by the Kaplan

Medical Publishing Co., is a very simple one. Indeed, it is almost too simple when one really sees into it.

It is not an easy matter to start a medical journal and quickly secure a large circulation, upon which advertising rates are based. If you were to start one to-morrow you would find that you would lose money for a long time before you had enough subscribers to make it an object for anyone to advertise in your publication; and you would find it very slow work to get subscribers in a territory already supplied with several medical journals. But suppose you could, in some way, put into your medical (?) journal something that would make a demand for it; that would make a few thousand physicians require it? If that were the case and you could make a demand for it by say 2,000 physicians, you could afford to give it to them for nothing—for a year or so—knowing full well that eventually you would get your money back from the advertising, and that you could, when you had established the demand, charge a subscription price for your publication instead of giving it away. It is never safe to predicate exactly what other peoples' motives may or may not be, and we are not sure that this was the motive or the intention of the Kaplan Medical Publishing Company. But, it is certain that, by including the register and directory as a part of a quarterly medical publication, an instant demand was secured for that publication. To how many members would the "Practitioner's Digest" be of any value if it were not for the inclusion of the register and directory? And how long do you suppose it would continue to be sent to you "free"? Just think these things over; and remember that it is very nice to get "something for nothing"; nice for the fellow who does the "getting."

The Council of the State Society was not in any way a party to this appropriation of the Register and Directory by Mr. Henry Kaplan

or the Kaplan Medical Publishing Company. Quite the contrary.

In 1906, after the fire, a verbal contract was made with Kaplan allowing him to issue the Register at his own risk and to get what he could out of the advertising which was to be subject to the approval of the Publication Committee. In 1907 a written contract, drawn up by our attorney, was entered into between the Society (through the Council) and Henry Kaplan, which was practically the same as the verbal contract; we were to furnish the information, changes, correct the proof, etc., and he was to furnish us with enough copies for our members and to get what he could out of the advertising. This contract was renewed in writing in 1908 and again, and *after the proposition to print the register as part of a quarterly medical publication had been rejected by the House of Delegates of the State Society*, in 1909. In passing, it may be said that prior to 1906, the Society pub-

lished the book, paying Mr. Kaplan the liberal commission of 33 1-3% on the advertisements secured; the book was thus always published at a loss to the Society. Mr. Kaplan had been identified with the work of securing advertisements for the Society's publications for some years and doubtless there is, in the minds of many people, an impression that he is still connected in some way with the Society. We do not know that any representations were made to the effect that the "Practitioners' Digest" (including the Register and Directory) was endorsed by the Society or that the Society had anything to do with it. But the fact remains that a very large number of people seem to be of the opinion that the publication in question is endorsed by, or approved by the State Society. This could not be the case, for the Society had already, by a vote of the House of Delegates, rejected the proposition absolutely. It was thought to be unwise to aid in starting a privately-owned medical journal over which the Society would have neither advertising nor editorial control. It was tantamount to giving away, for nothing, the property of the Society. And so the matter stands. Mr. Kaplan has clearly violated his contract with the Society, has told the House of Delegates most impudently that he will pay no attention to the wishes of the Society and that he will do what he pleases with the property of the Society. Consequently, the Council has ordered suit against Mr. Kaplan for these various reasons. Those members of the Society who are in any way helping Mr. Kaplan, either by sending in changes of address, writing for his publication or otherwise, are merely aiding him to take away from themselves some of their own property and to build up, through the false semi-connection with the State Society, a privately-owned medical (?) publication which might, in time, be as bad in the matter of its advertised fakes as most of the other privately-owned medical (?) journals are at the present time. But it is up to the members of the Society to determine whether they shall give away their property or keep it in their own hands.

Probably a considerable majority of voters, especially in the larger centers of population, are either poor or of but moderate means; comparatively few could be truthfully called wealthy.

And yet, singularly enough, the majority seems to fail consistently and persistently to guard its own interests. The man of wealth can build his house in the healthiest and most desirable section; he can so plan it as to get the maximum of sunshine and fresh air; he can provide for himself and for his family every littlest thing that makes for the maintenance of health. All this the more-than-average voter cannot do. The tuberculous is generally of the poorer class, especially in cities, and he is the victim of insanitary surroundings, improper living quarters, insufficient sunshine and fresh air—and of his own ignorance and indolence in the matter of taking advantage of his might, the majority vote. Several years ago this JOURNAL devoted con-